

You Drink & Drive. You Lose. National Mobilization **FACT SHEET**

Protecting America from Impaired Drivers

Launched in December 1999, the national *You Drink & Drive. You Lose.* National Mobilization is a partnership of criminal justice and traffic safety partners in all 50 States that is committed to reducing deaths from impaired driving. Thanks to the combined efforts of thousands of devoted public and private partners, more than 150 million Americans have learned about the campaign from newspapers, the Internet, and from radio and television broadcasts.

Saturation Patrols and Sobriety Checkpoints How-to Guide (for year-round use)

This guidebook provides partners with step-by-step suggestions on planning and coordinating highly visible campaign activities, such as saturation patrols and sobriety checkpoints. The guidebook also addresses such issues as site selection, warning devices (signage, for example), detection techniques, arrest holding areas and chemical testing logistics. The guide is designed for year-round use and contains sections on *Building Partnerships, Publicity and Promotions, Timelines, Evaluation, Available Resources* and *Training Courses*. It also contains sample proclamations, letters of support, checklist for conducting town hall meetings, evaluation questionnaires, and provides case law summaries and fact sheets.

New Materials Are Available for Each Impaired Driving National Mobilization

For every Fourth of July and December mobilization, criminal justice and traffic safety partners are provided new media toolkit supplements. Each new media toolkit provides suggestions on news hooks and sample press releases, Op Ed articles, public service announcements, talking points, posters, artwork, logos and fact sheets.

For more information on these and other impaired driving-related materials and available resources, please visit the NHTSA web site at www.nhtsa.dot.gov.

